THE UNIVERSITY OF ALBERTA

BODY CONCEPTS AND CLOTHING BEHAVIOR OF BUSINESS MEN

by

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The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research, a thesis entitled Body Concepts and Clothing Behavior of Business Men submitted by Bonnie D. Davis in partial fulfillment of the requirements for the degree of Master of Science.

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Abstract

Body Concepts and Clothing Behavior

of Business Men

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The purpose of this research was to examine the relationships between specific aspects of the self and clothing behavior. Interest in clothing and the style of clothing preferred were examined as a possible means of predicting personality variables. By understanding why one dresses in a specific manner, one could better enhance first impressions and, thus, capitalize upon initial occupational and social contacts. Fisher and Cleveland's work provided the theoretical framework for this research. It was assumed that one's attitude about one's body mirrored important aspects of the personality structure.

A non-random sample of 30 men was selected from business and professional men in Edmonton and St. Paul,

Alberta. The instruments used to measure the selected personality variables and the clothing behavior were: the Holtzman Inkblot Technique, the Index of Adjustment and Values, Clothing Interest Inventory, and the Clothing Style Preference Test for Men. A background information questionnaire was used to obtain the subject's occupation, age, marital status, number of dependent children, and yearly family income. Questions concerning the subject's clothing behavior and beliefs concerning clothing were also asked.

A Pearson Correlation Matrix was used to analyse the data. Statistical analysis indicated significant correlations resulting between the Clothing Interest Inventory and amount of money spent on clothes, reasons for clothing expenditures, and the importance of clothing to business. Significant correlations also resulted between Reasons and Amount; Importance and Amount; and Importance and Reasons.

The findings did not support the theoretical framework. The results indicated that clothes are considered to be important to one's occupational or business success. It appears that the impression one makes through the use of clothes is an important consideration when examining clothing practices.

TABLE OF CONTENTS

CHAPTER		PAGE
I	INTRODUCTION	1
	Statement of the Problem	1
	Justification	2
	Objectives	4
	Assumptions	4
	Hypotheses	4
	Theoretical Framework	6
	Definition of Terms	6
	Limitations	9
II	REVIEW OF LITERATURE	10
	Body Image Boundary	10
	Self-Concept	17
	Fashion	24
III	METHODS AND PROCEDURES	35
	Selection of Sample	35
	Description of Instruments	40
	Body Boundary Index	40
	Index of Adjustment and Values	42
	Clothing Interest Inventory	43
	Clothing Style Preference Test for Men	43
	Background Information Questionnaire	44
	Statistical Analysis of Data	45

CHAPTER		PAGE
IV	FINDINGS	47
	Means, Ranges, and Standard Deviations	47
	Pearson Correlation Matrix	49
	Multiple Regression Analysis	55
	Chi-Square Analysis	57
	Findings Related to Hypotheses	60
V	INTERPRETATION	64
VI	SUMMARY AND RECOMMENDATIONS	68
	Summary	68
	Recommendations	69
BIBLIOGRAPHY		71
APPENDICES		86
	Appendix A	87
	Appendix B	90
	Appendix C	94
	Appendix D	101

LIST OF TABLES

TABLE		PAGE
1.	Hypotheses Formulated for Research	5
2.	Frequency, Percentage Distribution, Means, and Standard Deviations of 30 Men on Background Data	37
3.	Frequency and Percentage Distribution of 30 Men on Background Data	38
4.	Clothing Practices: Frequency and Percentage Distribution	39
5.	Directional Ratings of Variables	45
6.	Possible and Actual Ranges, Means, and Standard Deviations for the Variables in this Study	48
7.	Comparison of Means and Standard Deviations for Barrier Scored on the Holtzman and Rorschach Inkblot Technique	50
8.	Comparison of Means and Standard Deviations for the Clothing Interest Inventory	51
9.	Intercorrelation Matrix and Significance Levels for the Personality Variables	52
10.	Intercorrelation Matrix and Significance Levels for the Personality Variables and Dependents, Amount, Reasons, Importance, Income, and Age	53

TABLE PAGE

11. Intercorrelation Matrix and Significance Levels for Dependents, Amount, Reasons, Importance, Income, and Age (Background Questionnaire) 54

12. Multiple Regression Analysis for Dependent Variables and Independent Variables 56

13. Significance of Chi-Square for Tests of Association between Marital Status and Amount of Money Spent on Clothing 57

14. Significance of Chi-Square for Tests of Association between Marital Status and Reasons for Amount Spent on Clothing 58

15. Significance of Chi-Square for Tests of Association between Marital Status and Importance of Clothing to Business 58

16. Significance of Chi-Square for Tests of Association between Amount of Money Spent on Clothing and Reasons for Amount Spent on Clothing 59

17. Significance of Chi-Square for Tests of Association between Amount of Money Spent on Clothing and Importance of Clothing to Business 59

TABLE PAGE

18. Significance of Chi-Square for Tests of Association between Reasons for Amount Spent on Clothing and Importance of Clothing to Business 60

CHAPTER I

INTRODUCTION

Statement of the Problem

Men have long been called the "conservative element" with regards to fashion (Hawes, 1939). This concept, however, came to an end in the 1960's, a decade of dramtic change in men's wear styles and in men's awareness of fashion.

This increased freedom in dress was benefical to men in that it allowed them greater opportunity to express their personalities through clothing as well as allowing them greater physical and psychological comfort. This freer expression through clothing could, however, pose problems to the young professional. A spokesman at Boston's Liberty Mutual expressed the sentiments shared by many large companies. He stated that young executives sometimes appeared for work dressed in sportscoats and, occasionally, a turtleneck "but if they want to become boss, they had better dress like the boss does, which means white shirt, dark suit, dark shoes and socks, and a conservative tie" ("The Masculine Mode," February 28, 1964, p. 83). According to Stryker (1953), it is necessary for executives to project an air of competency and to

show that they have a general grasp of the situation. By accomplishing this, some are able to blind themselves and others to the fact that they succeed in holding their jobs merely because they look like executives.

Clothing is considered to be of major importance in men's occupational endeavours. Therefore, as it is believed that body image affects the style of clothing worn, the purpose of this study concerns relationships that exist between specific aspects of body image and behavior related to clothing by a selected group of business and professional men. If it is, in fact, true that there is a relationship between body image and clothing behavior, these factors could play a role in one's occupational success.

Justification

Clothing plays an important role in one's everyday life. The way one dresses has remarkable impact on the people one meets professionally or socially and can greatly affect how one is treated (Molloy, 1975). Whether one wears the "correct" fashion can mean the difference between success or failure, acceptance or rejection. Successful dressing can:

> Open the doors to the executive suite to men for whom they are now closed. Make movement up the social ladder easier for some. Make

> it easier for many men to sell everything better--including themselves. (p. 9)

Ryan (1966) considered clothing to be an expression or reflection of one's personality. Body boundary and self-concept are considered to be important variables in the development of the personality. Fisher (1973a) concluded that body boundary influences the style of clothing one wears. Ryan (1966) stated that the self-concept is important in influencing one's clothing choice. As these two variables are considered to affect clothing choices this seems to be an area worthy of investigation.

A review of the literature reveals a vast number of studies concerning women's clothing behavior but few studies concerning men's clothing behavior, particularly business and professional men's clothing behavior. As clothing is of major importance in men's occupational life, this seems to be an area worthy of investigation.

According to Anspach (1967) interest in dress peaks in the middle years and then declines. Also, regardless of income or social status, marketing research indicates a decline in expenditurers for clothing in later life. It would, therefore, be of interest to examine the degree of interest in clothing in relation to actual clothing behavior.

Objectives

1. Develop and establish test-retest reliability for an instrument to test business and professional men for the style of clothing most preferred.
2. Study the interrelationships among body barrier, self-concept, interest in clothing, and clothing style most preferred.
3. Study the relationships between the demographic data and the personality and clothing variables.

Assumptions

1. Body image boundary is measurable.
2. Clothing behavior, specifically interest in clothing and style of clothing preferred, can be measured.
3. Men have preferences in clothing styles and know their preferences.

Hypotheses

The hypotheses postulated for this study are shown in chart form and in the form of expected results. For example, Hypothesis 1 indicates that there will be a significant relationship between body boundary and self-concept.

Table 1

Hypotheses Formulated for Research

Variable	Body Boundary	Self-Concept	Style of Clothing Selected	Interest in Clothing
Self-Concept	#1 Positive Relationship			
Style of Clothing Selected	#2 Inverse Relationship	#5 Inverse Relationship		
Interest in Clothing	#3 Inverse Relationship	#6 Inverse Relationship	#8 Positive Relationship	
Demographic Data	#4 Relationship Exists	#7 Relationship Exists	#9 Relationship Exists	#10 Relationship Exists

Note. See Table 5 (page 45) for directional ratings of variables.

Theoretical Framework

The theoretical framework for this study is based on Fisher and Cleveland's work (Fisher and Cleveland, 1965) on the body image boundary. They believe one's attitude about one's body mirrors important aspects of the personality structure. The body image serves as a screen upon which the individual projects personal feelings, anxieties, and values.

According to Fisher and Cleveland (1965) and Cooley (1968), the body image boundary and self-concept are a true reflection of an individual's feelings about the self and affect one's method of dealing with the social environment. It also seems that the style of clothing preferred (Compton, 1964; Kernaleguen, 1968) and interest exhibited (Ryan, 1966) are an indication of the individual's method of coping with the environment. Variations among individuals in self-concept and body image boundary are evidenced by the style of clothing preferred and interest in clothing. Preferred clothing styles, and interest in clothing are, in turn, affected by body image boundary and self-concept.

Definition of Terms

Body Boundary: It is a personality dimension denoting how an individual experiences the body boundaries (Fisher and Cleveland, 1968). The boundary is composed of two non-

dicotomous elements--barrier and penetration.

Barrier: It is an index of the degree to which the individual regards his body exterior as a defensive boundary. Barrier score is operationally defined as the number of times a Barrier response is given on the first 25 cards of the Holtzman Inkblot Technique, Form A. Theoretical score range is from 0-25; a high score indicates high Barrier (Fisher and Cleveland, 1968).

Penetration: It is an index of the degree to which the individual regards his body boundaries as easily penetrable. Penetration score is operationally defined as the number of times a Penetration response is given on the first 25 cards of the Holtzman Inkblot Technique, Form A. Theoretical score range is from 0-25; a high score indicates high Penetration (Fisher and Cleveland, 1968).

Self-Concept: This is the self one thinks oneself to be (Edmiston, 1960). The self-concept is operationally defined as the total score on the self-concept section of the IAV. Scores may range from 49-245; a high score indicates a high self-concept.

Interest in Clothing: This is defined in terms of interest evidenced by time, energy, thought, and attention given to clothes. Interest in clothing is operationally defined as the score obtained from a series of ten questions, each of which can be checked in one of five categories. The theoretical score range is 10-50 (see Appendix B).

Style of Clothing: It is those aspects of clothing which encompass color, line, form, texture, and proportion. The style score is operationally defined as the score obtained from the Men's Clothing Style Preference Test as described on page 43 and outlined in Appendix C. The theoretical score range is from 0-15; a high score indicates preference for avant-garde clothing.

Conservative: Clothing that is widely accepted and more commonly worn by the majority of males. It is operationally defined as the number of times a conservative style, as determined by a panel of judges, is chosen. Each conservative choice receives zero points.

Avant-Garde: Clothing worn by those men who are more fashion conscious. It is not commonly worn by the majority of males either because of it's newness, design line, texture, or color. It is operationally defined as the number of times an avant-garde style, as determined by a

panel of judges, is chosen. Each avant-garde choice received one point.

Limitations

The results of this study are subject to the following limitations.

1. Non-random sampling: The findings of this research cannot be generalized beyond this study.
2. Restricted income group: The sample was confined to the middle and upper middle income group.
3. Limited age range: All subjects were between the ages of 24 and 54.
4. Small sample size: The study was limited to 30 subjects.
5. No direct observation: Clothing behavior (actual purchasing practices) cannot be predicted except in conjunction with the shopping situation.
6. Social implications: Clothing behavior may vary between the business and social setting.

CHAPTER II

REVIEW OF LITERATURE

This chapter includes three main sections. The first two deal with body image boundary and self-concept. The third section deals with fashion and the various aspects dealing with the "why" of fashion.

Body Image Boundary

Body image boundary is the psychological process of defining the body's periphery. The boundary is composed of two elements--barrier and penetration. To examine these two elements, Fisher and Cleveland utilized an inkblot series to arrive at a barrier index and a penetration index.

The barrier score is based on the count of the number of responses elicited from an inkblot series which emphasize the protective, decorative, or containing qualities assigned to the periphery of the percept (Fisher, 1964). "The barrier score is an index of the degree to which the individual regards his body exterior as a defensive barrier that is armored against penetration" (Fisher and Cleveland, 1956, p. 374).

The penetration score is based on a count of the inkblot responses in which emphasis is placed on the destruction, evasion, or bypassing of the boundary (Fisher and Cleveland, 1965). The penetration score was initially conceptualized as reflecting the person's feelings of vulnerability. This was theoretically seen as being the opposite of body barrier and would, therefore, be negatively correlated to the barrier score. This assumption, however, has not been proven true, thus much of the research and theorizing centers around the concept of barrier (Goldfield, Stricker, and Weiner, 1971).

Concerning the major difference between barrier and penetration, Fisher has tentatively concluded that the barrier is a measure of persisting attitudes. Penetration is, however, that aspect of body image boundary that is more sensitive to the immediate situational conditions (Shontz, 1969). Findings from various studies by Fisher (1970, 1973a), however, have indicated that the boundary is not static and unchanging. There is a tendency for the boundary to exhibit moderate stability, however.

The importance and existence of the body boundary dimension is a concept which, for most people, is difficult to grasp. The reason for this is that in the course of normal events, most people do not experience any special concern for their body's periphery. People seem to know well enough where their body ends and where the outer

environment begins (Fisher and Cleveland, 1965).

The term "body image" has been adopted in relation to body boundary to designate the individual's attitudinal framework. It defines the individual's current perception of the body as well as the long-run concept of it (Fisher, 1963). The image of the body is the mental picture one has of one's body, or in other words, the way the body appears to that individual. The body image is based on each individual's present and past perceptions (Gorman, 1969).

The boundary may be conceptualized as having an important role in maintaining stability in the course of one's psychological transactions with the world. One's body image boundary is the projection of certain assumptions about life (Fisher and Cleveland, 1958). In an adult, the body image boundary can best be conceptualized as a phenomenon reflecting long term assumptions about persons or objects and sensory feedback from the periphery of the body (Fisher, 1970).

Fisher and Cleveland have proposed that there are variations in how definite or firm one believes one's body to be. The view has been taken that the process of learning to separate one's body from the environment is vital in establishing an identity. Therefore, the body boundary should provide important information concerning adjustment strategies (Fisher, 1963). The body boundary is also an

indicator of how well defined a person's general self-image is (Fisher and Cleveland, 1958). According to Fisher (1973a), in the course of growing up, an individual learns to have a certain amount of trust in the protective power of his flesh. Fisher (1973a) considers boundary to be a socialization process.

In discussing the importance of the body boundary, Fisher and Cleveland (1968) state:

> One could conceive of each individual as equating his body with a "base of operations", a segment of the world that is specially his. His body would encompass his private domain and be the cumulative site for all of his past integrated experiences. It could be regarded as bounding and containing a complex system which has been developed to deal with the world. It would encompass a structure which the individual has built up in his attempts to make life satisfying for himself. Therefore, would one not expect that the sort of boundaries which the individual attributes to his body would tell a good deal about his overall life-building operations? Would one not assume that the person who sees his body as an area highly differentiated from the rest of the world and girded by definite boundaries has constructed

> a different type of "base of operations" from that of the person who regards his body as an area with indefinite boundaries? (p. 56)

Characteristics of High and Low Barrier Persons

High and low barrier persons have different methods and ways of dealing with the world. When a person is confident of his body boundaries, he apparently relates to others in a manner different from the person who is unsure of the barrier separating his body from the outer world (Cleveland and Morton, 1962).

"High barrier persons are seen as having formed substantial images of their own bodies and are capable of dealing with others from this locus of a firm, well-integrated self-image" (Goldfield et al., 1971, p. 142). The high barrier person is described as being more autonomous, possessing definite goals, manifesting high achievement motivation, approaching tasks forcefully, and as not being easily frustrated. This person is also interested in communicating with others (Cleveland and Morton, 1962; R. Fisher, 1966; S. Fisher, 1963; Fisher and Cleveland, 1965; Goldfield et al., 1971). "An overall picture to emerge of an individual with definite barriers is that this person is more active, independent, autonomous, communicative, and also more likely to channel excitation to the exterior layers of the body" (Fisher and Cleveland, 1965, p. 54).

The lower barrier person is at the opposite end of the continumn in that this person is more passive, more easily frustrated, and more suggestible than the high barrier person. The low barrier individual allows the environment to shape him and is passive in the face of external stimulation (Goldfield et al., 1971). The low barrier person is also less achievement motivated and less goal striving. Under stress, this person experiences maximum physiological response internally (Cleveland and Morton, 1962). Fisher (1973a) contends that poor boundaries seem to be associated with exposure to information which is negative to the self.

Sex Differences in Body Image Boundary

Sex differences in relation to body barrier scores have been noted by Fisher (1964). In a study conducted with 564 subjects, it was discovered "that there was a highly significant trend for males to have lower Barrier scores than females ($p < 0.001$)" (Fisher, 1964, p. 9). Men also showed a tendency for "higher Penetration scores and lower Barrier scores minus Penetration scores than women" (Fisher, 1964, p. 9). These findings indicate that women have more definite boundaries than men. A possible reason for men possessing lower boundaries is that a man's role and status in society is based on his attainments rather than his bodily attributes. It is probable that a women more nearly equates her body with the self than does a man (Fisher, 1964).

Clothing and Body Image Boundary

Clothing can play an important role in establishing a secure body image boundary. Research has shown that the body boundary may be increased by lightly touching the skin. "In general, it has been found that with increase in incisiveness of the body boundary by touch, there is apparent shrinkage of the [touched] body part" (Wapner and Werner, 1965, p. 19). Increasing the security of the boundary in this way probably motivates people to set up boundaries.

People expend enormous amounts of time and energy in setting up their boundaries. Individuals wear tight fitting and restrictive garments because these give the wearer a sense of being compact and smaller. They wear concealing and protective garments as well as cosmetics, tattoos, and other embellishments in an attempt to shore up their body image boundary (Fisher, 1973a). Research has been undertaken to determine the actual importance of clothing in relation to the body image boundary. As a result, Fisher found that the greater the uncertainty one has concerning the protective qualities of the body boundary, the more the individual will seek ways of compensating for and, thus, reaffirming the boundary (Fisher, 1973a).

Compton (1964) utilized the Compton Fabric Preference Test to explore body boundary. The results of that study indicate that women who prefer bright, more highly

saturated colors as well as strong figure ground contrasts have a lower Barrier score than women who do not prefer these fabrics. In the same study, Compton discovered that a high Penetration score was associated with a preference for warm colors. This finding is not in agreement with the findings of Fisher who associated warm color preference with a high Barrier score.

Kernaleguen (1968) found, in a study of college women, that those women who were uncertain and insecure about their body boundaries were most likely to wear the newest clothing fashions. According to Kernaleguen, when a individual is uncertain of the body boundaries, this person may attempt to reinforce them through the use of "attention getting" clothes.

Self-Concept

The self-concept is the view one has of one's self. It is an abstraction one develops based on the attitudes, capacities, interests, aversions, desired goals, and past and present perceptions one has of one's self (Balleau, 1972; Coopersmith, 1967; Felker, 1974; Gorman, 1969; Mead, 1934). Rogers (1951, p. 136) states:

> The self-concept or self-structure may be thought of as an organized configuration of perception of the self which are [sic.] admissible to awareness. It is composed of

> such elements as the perception of one's characteristics and abilities; the percepts and concepts of the self in relation to others and to the environment, the value qualities which are perceived as associated with experiences and objects, and goals and ideals which are perceived as having positive or negative valence.

The term self-concept implies that each person has a singular way of thinking of one's self (Gergen, 1968). This way of thinking of the self or the view one holds of one's self is unique and, to a varying degree, different from the view others have of him (Felker, 1974).

The self-concept is important in that it determines the characteristic way one presents one's self in various situations (Felker, 1974; Gergen, 1971; Hurlock, 1929). This is to say that "most behaviors which a person adopts are those which are consistent with the self-concept" (Rogers, 1951, p. 507). The self-concept is crucial in orienting the individual to his environment and, thus, enable the individual to increase rewards and decrease punishments (Gergen, 1971).

Theories of Self-Concept

William James was among the first to write specifically about the physical self. In doing so, he emphasised the fact that a person's physical body affects the self-concept. James (1890) stated that the self, in its widest

possible sense "is the sum total of all that he can call his" (p. 291).

The self was divided by James into four parts:

1. The material Self;
2. The social Self;
3. The spiritual Self;
4. The pure Ego.

To the material Self, the body is its most important element and clothing is next in importance. The social Self is the recognition one gets from one's peers. A person "has as many social selves as there are individuals who recognize him and carry an image of him in their minds" (James, 1890, p. 294). The spiritual Self is the most enduring part of the self. It consists of man's moral and religious aspirations, one's conscientiousness, and one's intellectual endeavors (James, 1902). It is man's subjective being. James (1890) discussed three theories concerned with the pure Ego but did not describe the Ego. The theories he discussed were:

1. the Spiritualist theory - This is the idea of man possessing a soul.

2. the Associationists theory - This is a concept of unity of the selves.

3. the Transcendental theory - This is a concept "that we are [only]".

Cooley developed the concept of "the looking glass self". This is the theory that one's idea of the self are significantly affected by what one thinks others think about him. For Cooley, the self that is most important is the reflection of the self from the minds of others (Cooley, 1968).

The "looking glass self" includes three elements:

1. the imagination of our appearance to the other person;
2. the imagination of other people's judgment of that appearance;
3. and some sort of self-feeling such as pride or embarrassment.

> As we see our face, figure, and dress in the glass, and are interested in them because they are ours, and pleased or otherwise with them accordingly as they do or do not answer to what we should like them to be; so in imagination we perceive in another's mind some thought of our appearance, manner, aims, deeds, character, friends, and so on, and are variously affected by it. (Cooley, 1956, p. 184)

The self is learned through social interaction. It is an expression of far-reaching heredity and social factors and, therefore, cannot be understood or predicted except in conjunction with the social situation (Cooley,

1956). Cooley believed that the self exists in a vague though vigorous form at birth and that it is defined and developed by experience. According to Cooley, the development of the "looking glass self" can be easily observed in children. Children first perceive their influence or power over various persons. They then appropriate the visible actions of those persons over whom they find they have some control. Young children soon learn to be different things to different people. Thus, this action indicates that children begin to understand personality and to foresee its operation (Cooley, 1956).

Cooley also observed sex differences in the development of the self-concept. According to Cooley (1956), girls care more for the social image and are more impressionable. Boys, on the other hand, are more concerned with muscular activities and inanimate objects and are, thus, less concerned with people. This results in boys developing a less impressionable self-image than girls.

Mead was not satisfied with the concept of "imagining" and characterized the self as being an object to itself. For Mead, "the self is not present at birth. It arises in the process of social experience and activities" (Mead, 1934, p. 135). Gergen (1971) and others have said that Mead conceptualized the self-concept as a product of the social environment.

Mead believed the child develops a self-concept from a socialization process consisting of various stages. Children first observe the behavior of "significant others" (such as the parental figure) and imitate this behavior in their play. By taking on the roles of others, children come to think of the self in terms of the behavior of others toward them (Gergen, 1971). For the adolescent, the self-concept is the result of increased sensitivity and concern with the attitudes of significant others (Hussey, 1971). Only by incorporating the attitudes of others does the individual develop a complete sense of the self. As the self is a product of the social environment, it is the social group which gives unity to the self and influences the behavior of the individual (Mead, 1934).

Consistency of the Self-Concept

The self-concept changes slowly and exhibits a strain toward consistency (Turner, 1968). Although the self is continuously in contact with new information, it attempts to preserve itself. When the self comes into contact with new ideas or experiences, these ideas or experiences must be consistent with the self in order to be assimilated. If the information is inconsistent, it will either be expelled from the self (Lecky, 1968), or will be distorted or misperceived (Gergen, 1968).

As a rule, self-concept tends to remain stable throughout the adult years, with a tendency to become

stronger and more fixed with age (Bugental and Gunning, 1955).

> The success with which the individual adjusts to the problems of adult life is bound to have some effect on his concept of self. The more successfully he adjusts, the more favorable his self-concept will be and the more self confidence, assurance, and poise he will have. (Hurlock, 1959, p. 383)

Low self-concept is associated with short term adaptation and inconsistency. High self-concept is associated with long range adaptation and consistency (Ziller, 1973).

Appearance and Self-Concept

The self-concept is influenced by the physical self, personal appearance, dress, and grooming (Stang, 1957). Appearance is, thus, important to the self-concept. It is a communication device for establishing, maintaining, and altering the self. "The meaning of appearance, therefore, is the establishment of identity, value, mood, and attitude for the one who appears by the coincident programs and reviews awakened by his appearance" (Stone, 1962, p. 93).

In a sense, the clothing one wears is an expression of one's relationship to the social environment and one's perceptions of one's self (Wallen, 1956).

> In order to construct and maintain his public body concept the individual will cloth himself in preferred ways, use assorted padding, camouflage, corsetry, cosmetics, and other means for looking his best, the way he wants other people to see him. (Jourard, 1958, p. 401).

According to Hurlock (1959), clothing is important for men because it establishes and maintains one's social status and economic success in social interaction. Men are aware of the fact that clothing tells others not only what sort of person he is but also how successful he is (Hurlock, 1959).

Hurlock also believed that clothing could be an indication of one's adjustment to aging. When one's adjustment to aging is poor, interest in clothing may be intensified. This intensity, however, would be concentrated on clothes that create an illusion of youth or, in other words, that one is younger than one actually is. This especially applies to the middle and upper classes because they are, according to Hurlock (1959), more interested in retaining a youthful appearance than are those persons in the lower classes.

Fashion

Fashion is a concept which has interested many people. A question which has provoked great interest is, what is fashion?

> Simmel (1904) described fashion as follows: Fashion is the imitation of a given example and satisfies the demand for social adaptation; it leads the individual upon the road which all travel, it furnishes a general condition, which resolves the conduct of every individual into a mere example. At the same time it satisfies in no less degree the need of differentiation, the tendency toward dissimilarity, the desire for change and contrast, which gives the fashion of today an individual stamp. (p. 135)

Fashion can only thrive in a social setting. Also, within the context of this setting, Hurlock (1929) believed that the more advanced the organization and larger the social group, the greater is the importance placed on clothes. According to Simmel (1904) and Kroeber (1957), changes in fashion are a reflection of the uncertainty of the time period. As stated in their writings, the more uncertain the times, the more rapidly the fashion will change.

Since the French Revolution, masculine fashion became standardized with little change from year to year, and men desired to dress inconspicuously. It was the attempt of well-dressed men to conform to the fashion standards of their peers. The well-dressed gentleman did not attempt to attract attention by his clothes (Hurlock, 1929). Langer (1959, p. 191) attributed the conformity in

masculine fashion to the emergence of the middle class. He stated:

> The emergence of middle class supremacy also facilitated the trend for drab uniformity in men's fashions. Since the middle classes set an example for sobriety and conformity by their dark clothes, these were followed by the clerical office workers or "white collar" workers who imitated their superiors to overcome their own feelings of inferiority, and became even more inconspicuous and drab.

During the 1960's, there were fast, drastic changes in men's fashions. The rapidity of change perhaps unnerved many men. Before 1960, what tie to wear was the largest problem men faced in dressing--everything else was a matter of subtle differences (Hollander, 1974). With the eruption of the width of tie question, fashion changes for men accelerated greatly. Now, many men are having to discard old styles for new styles merely to remain a desired distance behind the avant-garde (Hollander, 1974).

Some critics lament the fact of built-in obsolescence in women's clothing but it now appears that the same situation has developed in the men's wear industry. John

Morgan in The New Statesman described the wardrobe of the fashion-conscious Mod. "The smart Mod would need some 18 shirts, eight pairs of trousers, the turnover being necessarily swift since Stephen [John Stephen designs and sells Mod clothes] changes the fashion often." It could be said that Stephen and other manufacturers embraced Detroit's idea of planned obsolescence" (Morgan, 1964, p. 556).

After the changes of the 1960's it now appears as if men's wear is undergoing another change in the 1970's, in that there is a return to the classic, conservative look. Apparently manufacturers have discovered that men prefer classic styles. Some of the colors and designs of the 1960's have been retained, although softened and adapted to a more classic look ("Men's Wear Junks the Peacock Look",1972).

Interest in Clothes

Interest in clothing has been defined by Rosencranz (1949) as the amount of time, energy, thought, money, and attention given to clothes. By way of arriving at this definition, Rosencranz conducted a study to determine women's interest in clothing. Based on the findings of this study, the following generalizations can be made.

1. Interest in clothing can be evaluated by the amount of time, money, and attention given to personal clothing.

2. The range of types of garments in a person's wardrobe is a sensitive measure of the woman's interest in

clothes (Rosencranz, 1949).

Several studies have examined interest in clothing as opposed to clothing worn, and both of these variables have been related to personality. Machover (1949) and Ryan (1966) utilized projective techniques to examine interest in clothes. They have suggested that interest in clothes may be related to adjustment. Other researchers (Vener, 1953; Vener and Hoffer, 1959; Rosencranz, 1962) discovered a relationship between high clothing interest and high social participation. A lesser relationship between high interest and extraversion was also noted. Knapper (1969) positively correlated (at the 0.05 level of significance) clothing interest to Extraversion on the M.P.I.

A distinction should be made between high interest in clothing and feeling well-dressed. The studies cited indicate that high interest in clothing is linked to lack of self-confidence and efforts at social participation, and that clothing serves as a compensatory device. Feeling that one is well-dressed leads to high social participation. This high participation is, however, the result of higher morale, feelings of efficiency, and greater satisfaction derived from the clothing (Knapper, 1969). Ryan (1966) summed up the question of clothing interest and adjustment as follows: "The greater the self-confidence, the lesser the need for, and hence interest in, clothing" (p. 284).

Motives

Various studies have investigated the underlying motives in clothing selection. Hurlock (1929) investigated the motives affecting fashion change in a mixed sex mature group. She concluded that appearance is the major determinant of clothing selection. In this study, men considered the cost and usefulness of the garment to be of major importance, and were also prone to arbitrary preference in clothing selection. In 1956, a study conducted for the United States Department of Agriculture found that men considered color to be the most important consideration in clothing selection, with style next in importance (Mahla, 1971). Researchers (Alexander, 1961; Ryan, Ayres, Carpenter, Densmore, Swanson, and Whitlock, 1963) have examined men's desire to be well dressed. In these studies, the findings indicate that the need to impress others is the major consideration in clothing behavior.

Some of the motives for dressing fashionable have been expressed but a major one has not. This factor is discussed by Hurlock (1929) who believed that fear affected clothing behavior. According to Hurlock, men are more dominated by a fear of being incorrectly dressed than are women. Thus, many men conform to the current fashion out of fear of retribution. In fact, Hurlock (1929, p. 41) was moved to state "those who can be indifferent to the opinions of social groups are the aristocrat and the tramp

[only]".

Wellan (1966) studied the importance placed on clothing styles by male executives. In contrast to Hurlock, Wellan found that men valued their own opinions on clothing as more important that the opinions of others. They felt that they were as well-dressed as their associates and that their associates were aware of their (the subject's) clothing.

The desire to project an air of self-confidence is also an important consideration. If one is certain one's clothing is appropriate for the situation and that it suits one's personality, tension is reduced thus giving rise to greater self-confidence and poise (Treece, 1959). It is the need for self-confidence which is perhaps the basic factor underlying all of the reasons for desiring to feel well-dressed, and the importance of dressing attractively. Anspach (1967) stated that it is self-confidence rather than self-expression that is the basis for those impressions one conveys first to one's self and next to others. It is through the use of clothes that one conveys these impressions.

Clothing as a Status Symbol

A subject usually omitted from the literature is the use of clothing as a status symbol. Jasinski (1957) was interested in the possibility that within an organization, the styles of dress might be used as a means of identifying

the various informal groups which cut across formal organizational lines. In addition to confirming this hypothesis, he found that clothes can also be used to indicate the hierarchical differences within the informal groups.

In examining the importance attributed to clothes, Form and Stone (1955) studied employee attitudes toward clothing and their personal image within the company. They found that the importance of clothing varied with the type of occupation and the occupational standing in the company. The general tendency was for those persons in high prestige occupations to place more importance on clothes than those in low prestige occupations.

White collar and manual workers considered clothing to be important in the work situation for different reasons. Office workers considered clothing important for the following reasons:

1. they experience stress on contact with the public and high prestige people, and clothing helps to relieve the stress;

2. they desire to make a satisfactory impression on people;

3. and they feel that good clothes are prescribed by the job or job situation.

In contrast, manual workers emphasized the utility and functional qualities of the garment as well as its protective and durable qualities (Form and Stone, 1955). Vener

(1957) related the focus of one's emphasis on the importance of clothing to social status, upward mobility, and amount of social participation.

Research Related to Men

Frost (1968) examined college freshmen and senior business and agriculture students on clothing attitudes and values. She found that, regardless of major or year, economy and comfort were the most important clothing attitudes. She also found that agriculture students scored significantly higher on the economic value than did business students. This finding supported the results of Form and Stone (1955) showing that persons in white-collar positions view clothing in terms of the impression one can make, while manual workers stress the functional utility of clothes.

Risley (1969) investigated clothing behavior, interest in selected fashion items, and their relationships to masculinity-feminity traits scored according to the Sixteen Personality Factors test designed by Cattell. The O'Connor Clothing Questionnaire for Men was used to examine the clothing behavior. The sample of college men in this study ranked appearance, comfort, and experimental use highest, indicating that these clothing behaviors were considered to be the most important. These findings were similar to the findings of O'Connor (1967). The findings also indicated that college men were concerned about clothes and were

conscious of the fashionability of clothing in their clothing purchases.

Harrison (1968) investigated clothing selection and purchasing practices of a group of college men, and examined whether these processes were related to social participation and clothing interest. She determined that there was a significant positive correlation between social participation and clothing interest. In regards to the clothing interest variable, Harrison found that the cost of the garment purchased, the type of store shopped in, the reason for selecting the store, and the method of payment, all correlated significantly with clothing interest. Amounts of money spent on clothing also correlated positively with the degree of the subject's social participation.

The clothing practices of a group of college professors were examined by Dearing (1969). Employing a sample of 440, results indicated that there were differences among six college faculties in regards to their personal estimates of clothing interests. These differences were at the 0.001 level of significance. High interest was indicated by 56 percent of the business and architecture instructors, whereas only 30 percent of the agriculture, engineering, or natural science faculty responded in this manner.

This study also indicated an age difference in clothing styles chosen. The older professor was likely to be the more conservative. In contrast, the younger professor

was likely to be the more casually dressed. Those respondents in the middle years were in a period of transition between the two extremes of the older and younger men. This study indicated that age and occupational field affects clothing behavior (Dearing, 1969).

In conclusion, the literature concerning Body Image Boundary and Self-Concept indicated that these two personality variables are important in influencing the clothing one chooses to wear. The literature also indicated that white collar workers consider clothing an important facet in impressing others, and in projecting an air of self-confidence. Generally, these two factors may be important in a white-collar business situation and contribute to the degree of success one experiences in business.

CHAPTER III

METHODS AND PROCEDURES

This chapter includes descriptions of the selection of the sample, the instruments, directional rating of the variables, and statistical methods for analyzing the data.

Selection of the Sample

The non-random sample consisted of 30 men, all of whom were business or professional men in Edmonton and St. Paul, Alberta. Fifty-two business and professional men were first contacted by telephone and asked if they would participate in the research. Some information concerning the research was given at that time (see Appendix A). Potential subjects were told that the testing would take approximately 45 minutes to one hour.

After the initial contact was made, an appointment date and time was arranged for those men who consented to participate in the research. Of the 30 volunteers, 24 were tested individually and six were tested in small groups of two and four. All of the tests were administered in a questionnaire form and in the following order: 1. the Body Boundary Index; 2. the Clothing Style Preference Test for Men; 3. the Index of Adjustment and Values; 4. the

Clothing Interest Inventory; 5. and the Background Information Questionnaire. The total time required to complete all instruments was 35 minutes to one hour and a half; the average amount of time for all subjects to complete the test was 45 minutes.

Table 2 gives the frequencies, percentage distributions, means, and standard deviations for the background data consisting of age group, number of dependent children, and total yearly family income. Table 3 gives the frequencies and percentage distributions for the remaining background data (marital status and occupation). Table 4 gives the frequencies and percentage distributions for questions concerning clothing practices.

Regarding the clothing practices referred to in Table 4, 21 of the 30 men believed that they spend the same amount or more than other men spend on clothing. Nine of the 30 men believed that they spend less than other men. Twenty-two men of the 29 men responding to the second question indicated their reason for clothing expenditures as the desire to have nice clothes or the necessity to own different clothes. Only seven men indicated a desire to spend their money elsewhere. When questioned concerning the importance of clothes to their type of business, 23 of 30 men stated the belief that clothes are important whereas seven stated that clothes are not important to their type of business.

Table 2

Frequency, Percentage Distribution, Means, and Standard Deviation of 30 Men on Background Data (Age Group, Number of Dependent Children, and Total Yearly Family Income)

Characteristic	Frequency	Percent	Mean	Standard Deviation
Grouping by Age	n=30			
1 (24-29)	8	26.67		
2 (30-34)	8	26.67		
3. (35-39)	4	13.33		
4 (40-44)	3	10.00		
5 (45-49)	3	10.00		
6 (50-54)	4	13.33		
Total	30	100.00	36.6	9.5
Number of Dependent Children	n=30			
0	18	60.00		
1	4	13.33		
2	2	6.66		
3	3	10.00		
4	1	3.33		
5	1	3.33		
7	1	3.33		
Total	30	100.00	1.1	1.79
Grouping by Total Yearly Family Income	n=30			
1 (10,000-12,999)	1	3.33		
2 (13,000-15,999)	5	16.77		
3 (16,000-18,999)	1	3.33		
4 (19,000-21,999)	2	6.6		
5 (22,000-24,999)	4	13.33		
6 (25,000 and over)	15	50.00		
No response	2	6.6		
Total	30	100.00	4.7	1.72

Note. Mean is between income groups 4 and 5.

Table 3

Frequency and Percentage Distribution of 30 Men on Background Data (Marital Status and Occupation)

Characteristic	Frequency	Percent
Marital Status	n=30	
Married	21	70.00
Single	4	13.33
Previously married	5	16.77
Total	30	100.00
Occupation	n=30	
Self employed	(6)	(20.00)
Automotive Repair	1	3.33
Diagnostic Radiologist	1	3.33
Designer	1	3.33
Printer and Publisher	1	3.33
Rental Equipment	1	3.33
Management Consultant	1	3.33
Instructor	5	16.67
Sales Manager	3	10.00
Insurance Agent	2	6.67
Agrologist	1	3.33
Computer Operator	1	3.33
Engineer	1	3.33
Finance Director	1	3.33
Home Consultant	1	3.33
Management Consultant	1	3.33
Medical Illustrator	1	3.33
Pharmacist	1	3.33
Postal Employee	1	3.33
Public Relations	1	3.33
Real Estate Appraiser	1	3.33
School Principal	1	3.33
Social Worker	1	3.33
Solicitor	1	3.33
Total	30	100.00

Table 4

Clothing Practices:

Frequency and Percentage Distribution

Characteristic	Frequency	Percent
Estimate of personal clothing expenditure in relation to other men in the same income bracket		
	n=30	
Spend more than other men	12	40.00
Spend the same as other men	9	30.00
Spend less than other men	9	30.00
Total	30	100.00
Reasons for spending the amount the subject does on clothing		
	n=29	
Likes to have nice clothes and feels this is a reasonable amount	14	48.27
Wears different kinds of clothes depending on daily activities	8	27.58
Prefers to spend money elsewhere	7	24.14
Total	29	100.00
Are clothes important to business or occupation?		
	n=30	
Yes	23	76.66
No	7	23.33
Total	30	100.00

Description of the Instruments

Four instruments were used for this study; two instruments were psychological-type tests and two concerned clothing behavior. The Body Boundary Index and the Index of Adjustment and Values were the two psychological-type tests used. The Clothing Interest Inventory and the Clothing Style Preference Test for Men were the two clothing behavior tests used. A background questionnaire was also administered.

Body Boundary Index

The Body Boundary Index was developed by Fisher and Cleveland to determine the degree to which people perceive their body boundaries to be definite and strong, or indistinct and weak (Dowdeswell, 1972). In examining the question of attitudes toward the body boundaries, Fisher and Cleveland determined that the projective tests were the most useful in eliciting information as the informant has little conscious information concerning the boundaries. Fisher and Cleveland (1958) compared the Inkblot, TAT, and Draw-A-Person tests and it was noted that the Inkblot elicited considerably more information from the subject than the TAT or Draw-A-Person tests. Originally, the Rorschach Inkblot test was used, but it is now recommended that the Holtzman Inkblot Technique be used. As this instrument provides the subject with a good opportunity to

project different body attitudes, the Holtzman was used in this study (Fisher and Cleveland, 1958).

The first 25 cards of the Holtzman Inkblot Technique were utilized in this study and then sent to Fisher for scoring. The barrier score is equal to the number of responses that were characteristic of emphasis upon protective, containing, or covering functions of the periphery (Fisher and Cleveland, 1965). The responses qualify as a barrier response by falling into various categories: clothing with unusual or decorative functions or clothing worn by an animal; animals with distinctive or unusual skins; enclosed openings in the earth; unusual animal containers; overhanging or protective surfaces; armored or protectively walled things; covered, surrounded, or concealed things; and objects having unusual container-like shapes or properties (Goldfield et al., 1971).

Penetration scores were based upon responses in which there was an emphasis on the destruction, evasion, or bypassing of the body boundary (Fisher and Cleveland, 1965). Any single response could be scored as a barrier response and a penetration response only once even though it might fall into several categories (Goldfield et al., 1971).

For barrier, reliability studies indicate intrascorer reliability of +0.82 to +0.97 with most clustering around +0.90 (Fisher, 1963). The split-half reliabilities range from +0.47 to +0.70. The standard error of

measurement varies from 2.1 to 2.3 (Holtzman, Thorpe, Swartz, and Herron, 1961). This instrument has adequate test-retest reliability (Fisher, 1963). No statistics regarding validity have been reported.

Index of Adjustment and Values (IAV)

The IAV was the second psychological measure selected for this study. The individual's self-concept was measured, with the use of this instrument.

The IAV was developed from the Allport-Odbert list of 17,953 terms which are considered descriptive of personality traits. The original version of the IAV was developed by Bills, Vance, and McLean (1951) and consisted of 124 trait names which occurred most frequently in client-centered interviews. The present form of the IAV consists of 49 items which demonstrated the greatest test-retest reliability.

The form utilized in this study is a modification by Edmiston (1960) who used the real and ideal self-image ratings. Separate instruction and answer sheets were introduced by Edmiston so that the subject could not visually compare the two ratings. Although the IAV can be used to measure both real and ideal self-concept, the present study included only the real self-concept.

Clothing Interest Inventory

The Clothing Interest Inventory (see Appendix B) was originally devised by Rosencranz (1949) to measure women's interest in clothing. Knapper (1969) updated it, altered it to be applicable for men, and shortened it. The modification by Knapper is the form used in this study.

The Clothing Interest Inventory consists of ten items, all of which can be checked in one of five categories. In the Knapper study, the mean score derived was 29.8 with a standard deviation of 7.9. The maximum possible score on this test is 50; the minimum possible score is 10.

Clothing Style Preference Test for Men

The Clothing Style Preference Test for Men (see Appendix C) was developed for this study to investigate men's preference for conservative or avant-garde styles in clothing. The development of the measure resulted from the following procedure. Pictures of mens wear were selected from advertisement and fashion sections of the March 1976 issues of Esquire, Gentlemen's Quarterly, and Playboy magazines. A panel of 4 judges selected 15 matched pairs of pictures from a series of 75 pictures. The pictures were matched on the basis of the type of men's wear featured (i.e. a suit with a suit). In all sets of pictures, there was a difference in style, and a consensus of the judges on which style was the more conservative. A reliability of 0.78 was established when this instrument was administered in a

test-retest situation to a group of 30 male students. The student group consisted of fourth year Commerce students and Education graduate students at the University of Alberta.

The men's wear pictures were photographed so that the instrument could be used for individual or group testing. In a forced choice situation, the subject was asked to selected the preferred style from each of the matched pairs. The styles rated as conservative received zero points and the avant-garde styles received one point. A tally of the selected styles resulted in the subject's style preference. The theoretical score range was 0 to 15.

Background Information Questionnaire

Background information (see Appendix D) was obtained from each subject. This information included the subject's occupation, age, marital status, and the number of dependent children. An optional question concerning the subject's total yearly family income was also asked. Three additional questions were asked of the subject. These questions were:

1. In comparison to other men in your income bracket do you feel you spend on your clothing: (a) more than other men spend? (b) the same amount other men spend? or (c) less than other men spend?
2. Why do you spend on clothing the amount you do? (a) Because you like to have nice clothes and feel

it is a reasonable amount to spend. (b) Because you wear different types of clothes to work depending upon your activities for the day. (c) Because you would rather spend your money on other things than clothes.

3. Do you feel clothes are important for your occupation and/or type of business? (a) Yes; (b) No.

Table 5

Directional Ratings of Variables

Variable	Score Range	High Score	Low Score
Body Barrier	0-25	High Body Barrier	Low Body Barrier
Body Penetration	0-25	High Body Penetration	Low Body Penetration
Self-Concept	49-245	High Self-Concept	Low Self-Concept
Interest	10-50	High Interest	Low Interest
Style	0-15	Preference for Avant-Garde	Preference for Conservative

Statistical Analysis of Data

The background information for all the subjects was tabulated according to frequency distribution and percentages. In addition, correlations for all the variables

other than marital status were computed using a Pearson Correlation Matrix. The program used was according to that in Statistical Package for the Social Sciences (SPSS), version 6.02. The 0.05 significance level for the correlations, as printed out by the program, was not used because the data was considered multivariate rather than bivariate. When as many tests as in this study are carried out, the probability that some Type I errors are being made is very high. Lack of independent also inflates the probability of Type I errors (Hays, 1973, p. 712). Therefore, the more stringent criterion of 0.500, accounting for 25 percent of the variance was considered as a level of acceptance appropriate for this study. The choice of 25 percent was an arbitrary one based on the rationale that some account should be made for the fact of repeated use of the data in the analysis. A level of at least 25 to 30 percent seemed minimal since a level below this would mean that little more than chance was responsible for what may be appearing on the SPSS print-out as a significant result. A Multiple Regression Equation was utilized to examine the relationship and influence of the independent variables (age, marital status, number of dependent children, and yearly family income) on the dependent variables (Body Image Boundary, Self-Concept, Interest in Clothing, and Style of Clothing Preferred).

CHAPTER IV

FINDINGS

Descriptive and statistical analysis of the data will be presented in this chapter. The Pearson Correlation Matrix was used to test all hypotheses.

Means, Ranges, and Standard Deviations

Table 6 records the ranges, means, and standard deviations for the Holtzman Technique, the Index of Adjustment and Values, the Clothing Style Preference Test for Men, and the Clothing Interest Inventory. As reported in Table 6, both body barrier and body penetration had a possible score range of 0-25. The body barrier scores, for this study, resulted in an actual score range of 0-12, with a mean of 6.33, and a standard deviation of 3.24. Body penetration scores ranged from 0-10, with a mean of 3.63, and a standard deviation of 2.46. For the Index of Adjustment and Values, the possible score range was 49 to 245 and had an expected mean of 150. In the present study, the actual score range was 165 to 233, with a mean of 193.93, and a standard deviation of 15.61. The actual mean for this study was above the expected mean indicating the sample had a higher than average self-concept. The possible

score range for the Clothing Style Preference Test for Men was 0 to 15, with an expected mean of 7.5. The actual score range resulting from this study was 3 to 9, with a mean score of 6.17, and a standard deviation of 1.58. The below average mean for the Clothing Style Preference Test indicated that the subjects were more conservative in their clothing choices than the expected average. The Clothing Interest Inventory had a possible score range of 10 to 50 and an expected mean of 30. The scores from the present study resulted in an actual score range of 15 to 48, with a mean of 31.33, and a standard deviation of 7.64. The actual mean was slightly above average indicating the samples interest in clothing was only slightly higher than the average which might be expected.

Table 6

Possible and Actual Ranges, Means, and Standard Deviations for the Variables in this Study (n=30)

Variable	Possible Range	Actual Range	Mean	Standard Deviation
Body Barrier	0-25	0-12	6.33	3.24
Body Penetration	0-25	0-10	3.63	2.46
Self-Concept	49-245	165-233	193.93	15.61
Clothing Interest	10-50	15-48	31.33	7.64
Clothing Style Preferred	0-15	3-9	6.17	1.58

Although it would be interesting to compare the means obtained in Table 6 with those in similar studies, a direct comparison is possible only with the Clothing Interest Inventory. Direct comparison of Barrier means (see Table 7) with those of Kernaleguen (1968), Torreta (1968), Kernaleguen (1973), Dowdeswell (1972), and Theberge (1976) is not possible since the samples differ in sex. The norms reported for men (Fisher, 1964) are based on the Rorschach Inkblot Technique rather than the Holtzman Technique employed in the present study, therefore, direct comparison of means is not possible. Direct comparison of Barrier means with those of Holtzman, Thorpe, Swartz, and Herron (1961) is not possible since their norms are based on 45 inkblot perceptions rather than 25 as employed in the present study. However, research (Fisher, 1964) has indicated that men have a lower Barrier score than women, but this finding was not confirmed in this study where the results are, instead, similar to those found by Torreta (1968), Kernalequen (1973), and Theberge (1976) for female subjects.

Table 8 reports the means and standard deviations for the Clothing Interest Inventory for 30 men. These are compared to the findings of Knapper (1969).

Pearson Correlation Matrix

The degree of association among the variables was analysed using the Pearson Correlation Matrix. Table 9

Table 7

Comparison of Means and Standard Deviations for Barrier Scored on the Holtzman and Rorschach Inkblot Techniques

Group	Test Items	Means	Standard Deviations
Holtzman et al. (1961) average adults, n=252 Holtzman Inkblot Technique	45	5.92	3.50
Fisher (1964) college men, n=274 Rorschach Inkblot Technique	25	6.0	----
Kernaleguen (1968) college women, n=68 Holtzman Inkblot Technique	25	7.61	3.40
Torreta (1968) college women, n=27 Holtzman Inkblot Technique	25	6.85	3.18
Dowdeswell (1972) pregnant women, n=56 Holtzman Inkblot Technique	25	4.68	2.42
Kernaleguen (1973) college women, n=40. Holtzman Inkblot Technique	25	6.53	3.23
Theberge (1976) working women, n=95 Holtzman Inkblot Technique slide presentation	25	6.77	2.71
Davis (1977) business and professional men, n=30 Holtzman Inkblot Technique card presentation	25	6.33	3.24

Note. All Holtzman protocols scored by Fisher except those in sample of Holtzman.

gives the intercorrelation matrix for all personality variables. Body Barrier did not correlate with Penetration, Self-Concept, Interest, or Style. Penetration did not correlate with Self-Concept, Interest, or Style. Self-Concept did not correlate with Interest or Style. Interest did not correlate with Style.

Table 8

Comparison of Means and Standard Deviations for the Clothing Interest Inventory

Group	Means	Standard Deviations
Knapper (1969) college men, n=88	29.8	7.9
Davis (1977) business and professional men, n=30	31.33	7.64

Table 10 gives the intercorrelation matrix for the components of the demographic data and the personality and clothing variables. Interest positively correlated with Amount, Reasons, and Importance. Neither Barrier, Penetration, Self-Concept, nor Style correlated significantly with any of the demographic variables.

Table 11 gives the intercorrelation matrix for the components of the demographic data. Reasons correlated

Table 9

Intercorrelation Matrix for the Personality Variables (n=30)

Variable	Body Barrier	Body Penetration	Self-Concept	Interest
Body Penetration	0.1372			
Self-Concept	-0.3205	-0.0708		
Interest	-0.2121	-0.2340	0.3292	
Style	-0.1394	-0.2329	-0.2361	0.1383

Note. Criterion of 0.500, accounting for 25 percent of the variance, is deemed worthy of note on the basis of the fact that this is a new approach in the area.

Table 10

Intercorrelation Matrix for the Personality Variables and Dependents, Amount, Reasons, Importance, Income and Age

Variable	Body Barrier	Body Penetration	Self-Concept	Interest	Style
Dependents n=30	0.2380	0.1657	-0.1838	-0.1893	0.0795
Amount n=30	-0.2518	-0.0150	0.2541	0.7159*	0.1682
Reasons n=29	-0.2371	-0.1651	0.3261	0.7005*	0.0480
Importance n=30	-0.0907	-0.2143	0.4391	0.5701*	-0.0423
Income n=28	0.0892	0.2771	0.0513	0.0040	0.1161
Age n=30	-0.1041	-0.0656	0.2308	0.0351	-0.0552

Note. Criterion of 0.500, accounting for 25 percent of the variance, is deemed worthy of note on the basis of the fact that this is a new approach in the area.

Table 11

Intercorrelation Matrix for Dependents, Amount, Reasons, Importance, Income, and Age (Background Questionnaire)

Variable	Dependents n=30	Amount n=30	Reasons n=29	Importance n=30	Income n=28
Amount n=30	0.0845				
Reasons n=29	0.0598	0.7642*			
Importance n=30	-0.0583	0.5408*	0.5684*		
Income n=28	0.2806	0.2831	0.1939	0.0147	
Age n=30	0.4550	0.2929	0.3942	0.1451	0.1952

Note. Criterion of 0.500, accounting for 25 percent of the variance, is deemed worthy of note on the basis of the fact that this is a new approach in the area.

positively with Amount, but did not correlate significantly with Dependents. Importance correlated positively with Amount and Reasons, but did not correlate significantly with Dependents. Neither Amount, Income, nor Age correlated significantly with the other variables.

It is of interest to note at this point that if one were to use the levels of significance as printed out on the SPSS program the number of significant correlations would increase. Body Barrier, in Table 9, would correlate negatively with the Self-Concept, and the Self-Concept would correlate positively with Interest at the 0.05 level of significance. In Table 10, Reasons and Importance would show a positive correlation with Self-Concept at the 0.05 and 0.001 levels of significance respectively. Age, in Table 11, correlated positively with Dependents, Amount, and Reasons at the 0.05 level of significance.

Multiple Regression Analysis

A Multiple Regression Analysis was computed to determine the amount of variability in each dependent variable which could be due to the independent variables, namely: age, yearly family income, marital status, and number of dependent children. The results are reported in Table 12 although the coefficients of determination were not under five percent.

Table 12

Multiple Regression Analysis for Dependent Variables (Barrier, Penetration, Self-Concept, Interest, and Style) and Independent Variables (Income, MS2, MS3, Age, and Dependents)

Dependent Variables	Independent Variables	Simple R	Multiple R	F
Barrier	Income	0.089	0.089	1.187
	MS2	0.143	0.311	1.216
	MS3	-0.271	0.399	1.099
	Age	-0.104	0.400	0.405
	Dependents	0.238	0.458	1.368
Penetration	Income	0.277	0.277	1.193
	MS2	-0.143	0.288	0.026
	MS3	-0.339	0.470	3.715
	Age	-0.065	0.488	0.673
	Dependents	0.165	0.494	0.159
Self-Concept	Income	0.051	0.051	0.475
	MS2	-0.062	0.062	0.207
	MS3	-0.038	0.080	0.311
	Age	0.230	0.240	3.466
	Dependents	-0.183	0.431	3.486
Interest	Income	0.003	0.003	0.041
	MS2	-0.095	0.133	0.200
	MS3	0.134	0.179	0.126
	Age	0.035	0.179	0.143
	Dependents	-0.189	0.269	0.948
Style	Income	0.116	0.116	0.542
	MS2	0.021	0.189	0.430
	MS3	0.124	0.229	0.517
	Age	-0.055	0.229	0.068
	Dependents	0.079	0.253	0.265

$F = 4.30$; $p = 0.05$

$F = 7.95$; $p = 0.01$

Chi-Square Analysis

Chi-square analysis was computed to determine the association between specific components of the demographic data. Tables 13-18 give the cross-tabulation of the variables, namely: marital status, amount spent on clothing, reasons for spending on clothing, and importance of clothing to business.

Amount significantly correlated with Reasons at the 0.0002 level, and with Importance at the 0.0118 level. Importance significantly correlated with Reasons at the 0.0007 level. No other significant correlations resulted among the variables.

Table 13

Significance of Chi-Square for Tests of Association between Marital Status and Amount of Money Spent on Clothing (n=30)

Count Total Percent	Amount			Row Total
	1	2	3	
Marital				
1	5 16.7%	7 23.3%	9 30.0%	21 70.0%
2	3 10.0%	0 0.0%	1 3.3%	4 13.3%
3	1 3.3%	2 6.7%	2 6.7%	5 16.7%

Note. Raw Chi-Square = 4.847 with 4 Degrees of Freedom
Significant at 0.3033
$\alpha = 0.05$
Two-tail test

Table 14

Significance of Chi-Square for Tests of Association between Marital Status and Reasons for Amount Spent on Clothing (n=29)

Count Total Percent	Reasons			Row Total
Marital	1	2	3	
1	4 13.8%	6 20.7%	10 34.5%	20 69.0%
2	2 7.0%	1 3.4%	1 3.4%	4 13.8%
3	1 3.4%	1 3.4%	3 10.4%	5 17.2%

Note. Raw Chi-Square = 2.045 with 4 Degrees of Freedom
Significant at 0.7274
$\alpha = 0.05$
Two-tail test

Table 15

Significance of Chi-Square for Tests of Association between Marital Status and Importance of Clothing to Business (n=30)

Count Total Percent	Importance		Row Total
Marital	1	2	
1	5 16.7%	16 53.3%	21 70.0%
2	1 3.3%	3 10.0%	4 13.3%
3	1 3.3%	4 13.3%	5 16.7%

Note. Raw Chi-Square = 0.3993 with 2 Degrees of Freedom
Significant at 0.9802
$\alpha = 0.05$
Two-tail test

Table 16

Significance of Chi-Square for Tests of Association between Amount of Money Spent on Clothing and Reasons for Amount Spent on Clothing (n=29)

Count / Total Percent	Reasons 1	2	3	Row Total
Amount 1	7 24.0%	2 7.0%	0 0.0%	9 31.0%
2	0 0.0%	3 10.4%	5 17.2%	8 27.6%
3	0 0.0%	3 10.4%	9 31.0%	12 41.4%

Note. Raw Chi-Square = 22.418 with 4 Degrees of Freedom
Significant at 0.0002 Two-tail test
$\alpha = 0.05$

Table 17

Significance of Chi-Square for Tests of Association between Amount of Money Spent on Clothing and Importance of Clothing to Business (n=30)

Count / Total Percent	Importance 1	2	Row Total
Amount 1	5 16.7%	4 13.3%	9 30.0%
2	2 6.7%	7 23.3%	9 30.0%
3	0 0.0%	12 40.0%	12 40.0%

Note. Raw Chi-Square = 8.8819 with 2 Degrees of Freedom
Significant at 0.0118 Two-tail test
$\alpha = 0.05$

Table 18

Significance of Chi-Square for Tests of Association between Reasons for Amount Spent on Clothing and Importance of Clothing to Business (n=29)

Count Total Percent	Importance		Row Total
	1	2	
Reasons			
1	5 17.2%	2 6.9%	7 24.1%
2	0 0.0%	8 27.6%	8 27.6%
3	1 3.4%	13 44.9%	14 48.3%

Note. Raw Chi-Square = 14.635 with 2 Degrees of Freedom
Significant at 0.0007
$\alpha = 0.05$
Two-tail test

Findings Related to Hypotheses

Hypothesis 1

There will be a significant positive relationship between Body Boundary and Self-Concept.

No significant correlation resulted from Body Boundary and Self-Concept. Hypothesis 1 was, therefore, rejected.

Hypothesis 2

There will be a significant inverse relationship between Body Boundary and Style of Clothing Selected.

No significant correlation resulted between Body Boundary and Style of Clothing Selected. The hypothesis was,

therefore, rejected.

Hypothesis 3

There will be a significant inverse relationship between Body Boundary and Interest in Clothing.

No significant correlation resulted between Body Boundary and Interest in Clothing. The hypothesis was, therefore, rejected.

Hypothesis 4

There will be a significant relationship between Body Boundary and Specific Demographic Data.

No significant correlation resulted between Body Boundary and Specific Demographic Data. The hypothesis was, therefore, rejected.

Hypothesis 5

There will be a significant inverse relationship between Self-Concept and Style of Clothing Selected.

No significant correlation resulted between Self-Concept and Style of Clothing Selected. The hypothesis was, therefore, rejected.

Hypothesis 6

There will be a significant inverse relationship between Self-Concept and Interest in Clothing.

No significant correlation resulted between Self-Concept and Interest in Clothing. Therefore, the

hypothesis was rejected.

Hypothesis 7

There will be a significant relationship between Self-Concept and Specific Demographic Data.

No significant correlation resulted between Self-Concept and Specific Demographic Data. Hypothesis 7 was, therefore, rejected.

Hypothesis 8

There will be a significant positive relationship between Style of Clothing Selected and Interest in Clothing.

No significant relationship resulted between Style of Clothing Selected and Interest in Clothing. The hypothesis was, therefore, rejected.

Hypothesis 9

There will be a significant relationship between Style of Clothing Selected and Specific Demographic Data.

No significant relationship resulted between Style of Clothing Selected and Specific Demographic Data. The hypothesis was, therefore, rejected.

Hypothesis 10

There will be a significant relationship between Interest in Clothing and Specific Demographic Data.

There was a significant positive relationship between Interest in Clothing and Amount of Money Spent on Clothing; Interest and Reasons for Clothing Expenditures; and Interest and Importance of Clothing to Business. Hypothesis 10 was, therefore, not rejected.

CHAPTER V

INTERPRETATION

Fisher and Cleveland's work on Body Image Boundary provided the theoretical framework for this study. The interpretation of the results is discussed in relation to the theoretical framework, the objectives for the study, and the hypotheses formulated.

The first objective was to develop, pre-test, and administer an instrument which could test men for the style of clothing most preferred. The results of this objective was the Clothing Style Preference Test for Men.

The second objective was to study the interrelationships among Body Boundary, Self-Concept, Interest in Clothing, and Clothing Style Most Preferred. Hypotheses 1, 2, 3, 5, 6, and 8 relate to this objective.

No significant correlations resulted between Barrier or Penetration, and Self-Concept, Interest in Clothing, or Style of Clothing Preferred. While none of the correlations approached significance, they were all negative. In other words, as the Body Boundary decreased, the Self-Concept, the Interest in Clothing, and preference for avant-garde styles increased. This supports Compton's (1964) and Kernaleguen's (1968) findings that a person

who is uncertain about the boundaries will seek ways of reinforcing them.

The third objective was to examine the relationship between age, number of dependent children, amount, reasons, importance, and income and the personality and clothing variables. Hypotheses 4, 7, 9, and 10 were formulated for this purpose.

Interest in clothing correlated positively with amount spent on clothing, reasons for clothing expenditures, and importance of clothing to business. If a person has a high interest in clothes, it seems reasonable that this person would spend more than the average on clothing, would desire nice clothes, and would consider clothing to be important to business. Although it did not approach significance, there was, also, a positive correlation between income and interest. This interest in clothing and, thus, emphasis on clothing supports Vener's (1957) hypothesis that the importance placed on clothing is related to social status, upward mobility, and social participation.

Intercorrelations among dependents, reasons, importance, income, and age were also examined. Amount correlated positively with reasons and importance. The correlations between amount and reasons, and amount and importance were further supported by significant chi-square correlations. It seems reasonable that a person spending more than the average on clothing would chose a reason for

this, the desire to have nice clothes. It also seems reasonable that the same individual would justify the clothing expenditure as a necessary factor to occupational success.

Reasons correlated positively with importance. The correlation between reasons and importance was further supported by a chi-square correlation significant at the 0.007 level. The individual who believes that clothing is important to business is more likely to indicate as a reason for clothing expenditures, the desire to have nice clothes, or even, the necessity to have different clothes depending upon the daily activity. If clothes were not important to business, one would be more likely to indicate the desire to spend one's money elsewhere. This supports the findings of Alexander (1961) and Ryan et al. (1963) that the impression factor is an important consideration in clothing practices.

Were the levels of significance as printed out by SPSS version 6.02 accepted as stringent enough for a preliminary investigation of the variables in question, one would find that Body Barrier correlated negatively with Self-Concept. The negative correlation indicated that as the Barrier score increased, the Self-Concept score decreased.

Using the less stringent levels of significance, Self-Concept significantly correlated with Interest in Clothing. The resulting positive relationship indicated that as Self-

Concept increased, Interest in Clothing increased. Self-Concept correlated positively with reasons for expenditures on clothing as well as the importance of clothing to business. This revealed that the individual with a high Self-Concept was more likely to chose as a reason for clothing expenditures a desire to have nice clothes and to believe that this expenditure was a reasonable amount. In a similar vein, this same type of individual indicated that clothes are important to his business or occupational endeavours.

Such findings would not support the theoretical framework which attributes clothing to the role of compensating the body boundaries. The results would indicate rather, that clothing is used to enhance the self and to indicate satisfaction with the self. As satisfaction with the self increases, so does interest in clothing. The reported results would support Fisher's contention that Body Image Boundary is an indication of adjustment but would not support the idea that a high boundary is an indication of good adjustment. However, when the more stringent criterion is used one is left with the possibility that the desire to have nice clothes and their importance to business, the "impression factor", is, perhaps, the important consideration in individual clothing practices.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The purpose of this research was to examine the relationships between specific aspects of the self and clothing behavior. Interest in clothing and the style of clothing preferred were examined as a possible means of predicting personality variables. Because the clothing one wears is considered to be a reflection of one's relationship to the environment and one's perception of one's self, the interest in clothing one exhibits and the style of clothing one consciously chooses, should reflect some aspects of the personality. By understanding why one dresses in a specific manner, one could better enhance first impressions and, thus, capitalize upon initial occupational and social contacts.

The non-random sample consisted of 30 men. Four instruments were administered; the Holtzman Inkblot Technique (card version), Index of Adjustment and Values, Clothing Interest Inventory, and the Clothing Style Preference Test for Men. A background questionnaire was used to obtain the subject's occupation, age, marital status, number of dependent children, and total yearly family income. Three questions concerning the subject's clothing behavior and beliefs concerning clothing were also asked.

Fisher and Cleveland's work on Body Image Boundary provided the theoretical framework for this study. The results indicate that clothes are considered to be important to one's occupational or business success. Thus it appears that the impression one makes through the use of clothes is an important consideration when examining clothing behavior.

Recommendations

On the basis of this study, a number of recommendations for further research were formulated:

1. The non-random sample was composed of 30 business or professional men in the middle and upper middle income bracket. This study should be repeated with a larger, random sample composed of men from a greater range of income brackets. It may also prove interesting to repeat this research with blue collar workers rather than business men.
2. The sample for this study was composed of men from a wide range of occupations. It would be interesting to repeat the research using a sample composed of men from the same occupation in order to remove occupation as an interference variable.
3. The design of this study did not allow the researcher to control external distractions. Much of the testing was done in the offices of the subjects and the

distractions varied from office to office. If this study was to be repeated, consideration for the elimination of the external stimuli would strengthen the research design.

4. Further studies should be done to provide information on the nature of the relationship between Self-Concept and Body Image Boundary.
5. More study is needed in regard to the relationship between preferred clothing styles and specific aspects of the self.

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APPENDICES

APPENDIX A

Information Given to Sample

APPENDIX A

Information given to business and professional men at the time of initial contact

I am a graduate student studying the behavior of adult males with regards to clothing selection. I am in the process of testing for my thesis study and am examining the relationship between clothing behavior of business men and two specific aspects of the personality.

The testing takes approximately 45 minutes to one hour. It consists of four tests--two of which are short questionnaires and two other tests. The two other tests consist of a clothing style preference test and an interpretative test. If you are interested in participating, the testing can be arranged at your convenience.

The testing will take place from October 19 through November 9. Time of testing is from 8 a.m. to 9 p.m. It is preferable that you come to the University of Alberta but if that is inconvenient, I can come to your office for the testing.

Information given to the sample about the research.

The purpose of this research is to study the relationships between clothing behavior of business men and specific aspects of the personality. It would be greatly appreciated if you would answer all of the questionnaires. The results will be kept anonymous and confidential. I do not wish to force you into participating in this research program; if at any time you wish to withdraw, feel free to do so.

APPENDIX B

Clothing Interest Inventory

APPENDIX B

Clothing Interest Inventory

Please check the alternative that best applied to you in the ten questions below.

1. How often do you help your friends select clothing?

Very often	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

2. How often do the windows of menswear shops attract your attention?

Very often	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

3. How often do you discuss men's fashions and clothes with your friends?

Very often	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

4. How often do you glance over or read advertisements for men's clothing in newspapers or magazines?

Very often	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

5. How often do you delay making a decision in the selection of a major clothing item until you have looked in most of the available stores?

Almost always	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

6. How many times in the last three months have you made a trip downtown to look at or buy men's clothing?

Seven or more times	( )
Five or six times	( )
Three or four times	( )
Once or twice	( )
Not at all	( )

7. If you won a hundred dollars in a sweepstake tomorrow, how much of it would you spend to buy clothes for yourself?

$80-$100	( )
$60-$79	( )
$40-$59	( )
$20-$39	( )
$ 0-$19	( )

8. How long do you want a suit to remain your best suit?

One year or less	( )
Two years	( )
Three years	( )
Four years	( )
Five or more years	( )

9. After a day at work, how often do you change clothes to go out to a social event in the evening?

Practically always	( )
Often	( )
Sometimes	( )
Seldom	( )
Practically never	( )

10. Would you say that your general interest in clothes was:

Very high	( )
Fairly high	( )
Average	( )
Not very high	( )
Not at all high	( )

APPENDIX C

Clothing Style Preference Test for Men

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Clothing Style Preference Test for Men

This is a test of individual differences in preferences for clothing. You will be shown 30 slides in total. These slides will represent 15 pairs. Each slide has a garment on it; the first slide representing choice A and the second slide choice B. Choose the garment on slide 'A' or 'B' which you would prefer for your clothing. Indicate your choice by circling 'A' or 'B' on the response sheet for each respective slide number. If you do not prefer either 'A' or 'B', choose the slide you dislike the least. There are no right or wrong answers.

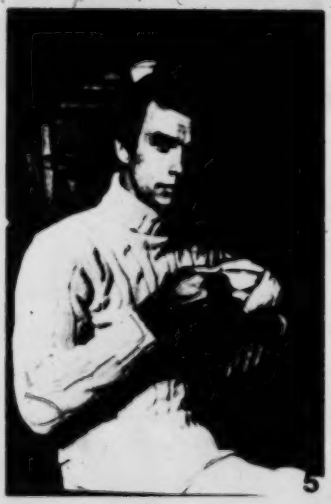
Slide Number	Preference	
1.	A	B
2.	A	B
3.	A	B
4.	A	B
5.	A	B
6.	A	B
7.	A	B
8.	A	B
9.	A	B
10.	A	B
11.	A	B
12.	A	B
13.	A	B
14.	A	B
15.	A	B

1

2

3

4


5

6

7

8

A

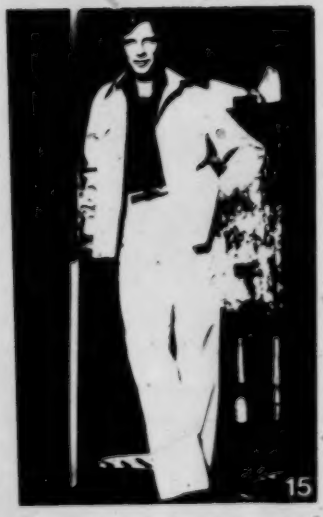
9

10

11

12

13


15

A

B

9

10

11

12

13

15

B

KEY TO MEN'S CLOTHING STYLE PREFERENCE TEST

	CONSERVATIVE	AVANT-GARDE
1.	A	B
2.	A	B
3.	A	B
4.	B	A
5.	A	B
6.	B	A
7.	B	A
8.	B	A
9.	A	B
10.	B	A
11.	B	A
12.	B	A
13.	B	A
14.	A	B
15.	A	B

APPENDIX D

Background Information Questionnaire

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Background Information Questionnaire

Occupation _____
(if self employed, please state type of business)

Age _____

Marital Status

___ Married
___ Unmarried
___ Previously married

Number of dependent children _____

In comparison to other men in your income bracket do you feel you spend on your clothing:

___ more than other men spend
___ the same amount other men spend
___ less than other men spend

Why do you spend on clothing the amount you do?

___ Because you like to have nice clothes and feel it is a reasonable amount to spend.
___ Because you wear different types of clothes to work depending upon your activities for the day.
___ Because you would rather spend your money on other things than clothes.

Do you feel clothes are important for your occupation and/or type of business?

___ Yes
___ No

What is your total yearly family income? (Optional Question)

___ $9,999.00 and below
___ $10,000.00 - $12,999.00
___ $13,000.00 - $15,999.00
___ $16,000.00 - $18,999.00
___ $19,000.00 - $21,999.00
___ $22,000.00 - $24,999.00
___ $25,000.00 and over

VITA

NAME: Bonnie D. Davis

PLACE OF BIRTH: Redding, California

YEAR OF BIRTH: 1950

POST-SECONDARY EDUCATION AND DEGREES:

San Francisco State University, 1972, B.A.

University of Alberta, 1977, M.S.

RELATED WORK EXPERIENCE:

1975-1976	Graduate Research Assistant University of Alberta Edmonton, Alberta
1976	Graduate Teaching Assistant University of Alberta Edmonton, Alberta
1977	Instructor Grant MacEwan Community College Edmonton, Alberta